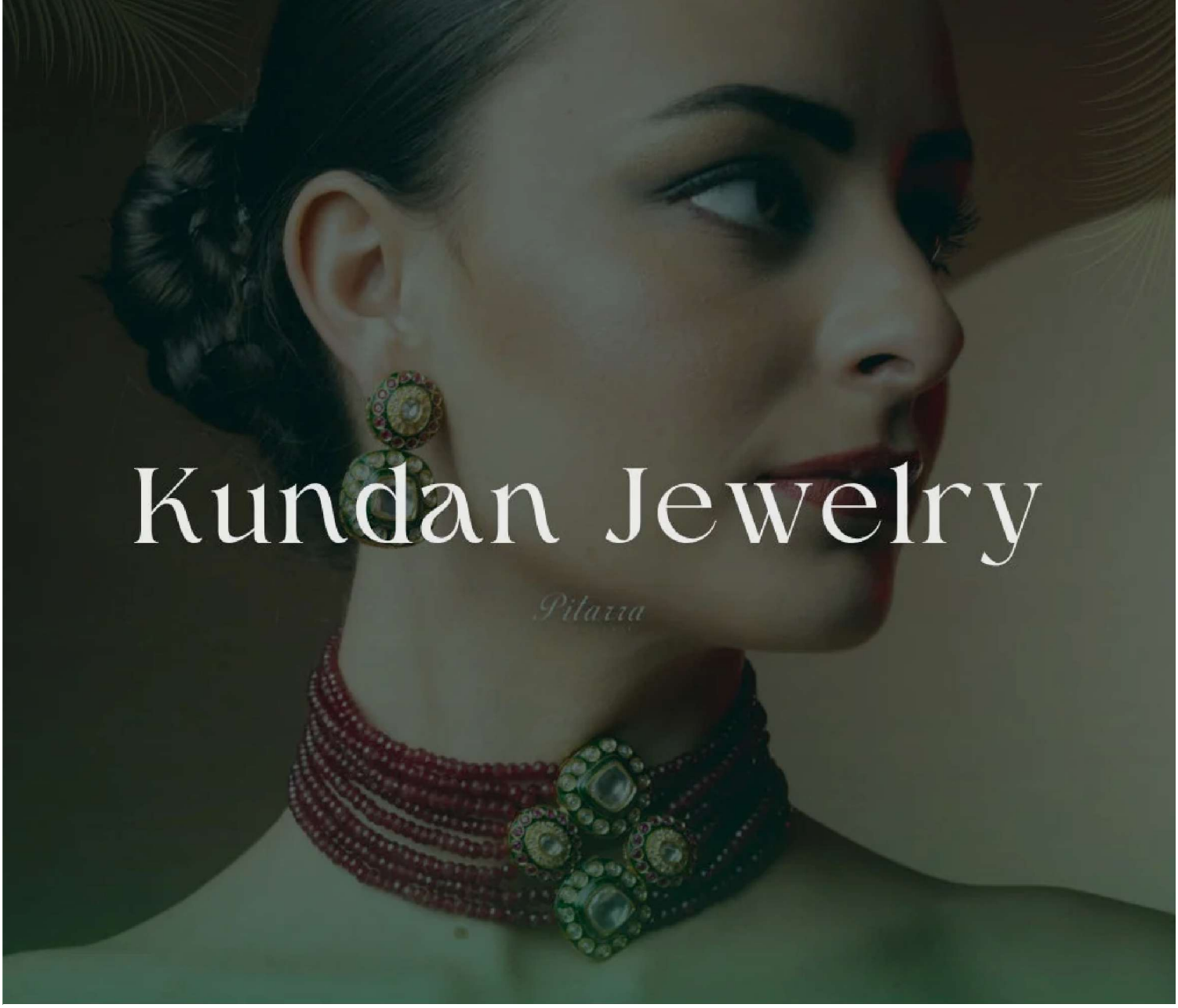

PITARRA BY SONERII

THE MODERN GUIDE TO

Indian Jewelry

Heritage & Contemporary Elegance

KUNDAN ✦ JADAU ✦ CRYSTAL ✦ SILVER ✦ LAB-GROWN DIAMOND ✦ FUSION

www.pitarrabysonerii.com

EDITOR'S INTRODUCTION

Where Indian Heritage Meets Modern Elegance

Pitarra is where Indian heritage meets modern elegance — jewelry that celebrates the richness of tradition through a lens of contemporary luxury.

Every piece in the Pitarra by Sonerii universe, whether a regal Traditional Kundan set, a glittering Crystal design, a 925 Silver classic, or a bold Fusion statement, is built around a simple idea: jewelry as a bridge between where a woman comes from and how she wants to be seen today. The house doesn't separate the two — a Kundan choker sits comfortably beside a modern Crystal necklace, and a 925 Silver everyday piece shares a shelf with a Lab-Grown Diamond pendant.

The mission is straightforward — to offer a luxurious bridge between heritage and modernity, with quality, personalised service, and designs that resonate with life's most meaningful occasions, from weddings to smaller, quieter milestones.

The vision runs further: to see traditional Indian craftsmanship carried onto a global stage, through design, innovation, and a customer experience that feels personal rather than transactional — so that every woman who wears Pitarra feels connected to both her past and what's ahead.

This guide walks through that world chapter by chapter — from the intricate character of Kundan and Punjabi Jadau, to the contemporary sparkle of Crystal and Lab-Grown Diamond, to the everyday versatility of Silver and Fusion. Explore the full collection at pitarrabysonerii.com.

Royal Emerald & Uncut Kundan Bird Motif Necklace Set with Jhumkis

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Chapter 01

The Pitarra Philosophy

One house, six worlds of jewelry

Pitarra by Sonerii is built as a single jewelry universe with several distinct wardrobes inside it — each one answering a different mood, occasion, or stage of a woman's life.

At one end sits Traditional Kundan and Punjabi Jadau — jewelry with an unmistakably Indian, festive, bridal character. At the other end sits Crystal, Lab-Grown Diamond, and Luxe — pieces built for evening glamour and modern styling. In between, Silver and Fusion jewelry act as the connective tissue: versatile enough for daily wear, refined enough for an evening out, and rooted enough in Indian design language to feel like part of the same story.

The idea isn't to keep these worlds separate. A woman building a Pitarra wardrobe is expected to move between them — pairing a Kundan choker with a contemporary blouse, or wearing a Crystal necklace with a traditional saree. The map below reflects how the brand itself organises its collections.

Traditional	Kundan Jewelry, Punjabi Jadau, Silver Look Alike, Fusion
Crystal	Crystal Jewelry, Crystal Earrings, Crystal Necklaces, Luxe Jewelry
92.5 Silver	Silver Jewelry, 925 Silver Jewelry
Lab-Grown Diamond	Lab Grown Diamond Jewelry
Clothing	Designer Kurtis, Sarees & Shawls

Each of the following chapters takes one of these worlds and unpacks it in more detail — what it's best suited for, how to style it, and where to explore the full collection on pitarrabysonerii.com.

Chapter 02

The World of Kundan Jewelry

Where tradition is worn as brilliance

There are few things as captivating as tradition worn on the skin — and few pieces capture that quite like Kundan. The style is closely associated with the palaces of Rajasthan and the Mughal courts, reinterpreted here for a contemporary woman who still wants that sense of history around her neck.

What makes Kundan instantly recognisable is its layered, intricate visual character — gold-toned settings, densely arranged stonework, and a silhouette that reads as celebratory the moment it's unboxed. That's exactly why it remains a first choice for festive dressing and bridal styling, but the Kundan Jewelry collection at Pitarra is built wide enough to move beyond the wedding season too.

Bridal & festive styling — a Kundan set is usually the anchor piece of an outfit; the rest of the look, from blouse colour to hair accessories, tends to be built around it.

Contemporary styling — a single Kundan choker or a pair of drop earrings can be worn over plain silhouettes for a modern, editorial take on the same craft.

Royal Sapphire Blue & Peacock Motif Kundan Choker Set

EXPLORE KUNDAN JEWELRY →

Emerald Elegance Drop Necklace Set

Royal Sapphire Blue & Peacock Motif Kundan Choker, detail

Chapter 03

Finding the Right Kundan Necklace

The focal point of a traditional look

Emerald Heritage Kundan Necklace Set

A Kundan necklace set is usually the piece an outfit is built around, so proportion matters more here than in almost any other category.

With a saree — a mid-length necklace tends to sit well against a pallu, leaving the drape itself visible rather than competing with it.

With a lehenga — a fuller, layered necklace matches the volume of the outfit and reads well from a distance, which matters at larger events.

With an ethnic suit — a simpler, closer-fitting necklace keeps the neckline from feeling overloaded, especially with an already-detailed kurta.

Layering — a shorter choker-length piece paired with a longer necklace is a common way to build visual depth without adding a second heavy set.

Earrings are usually chosen last, once the necklace and neckline are settled — a habit worth keeping when building out a full Pitarra set.

✦ ✦ ✦

Elegant Moonstone Kundan Necklace Set

Blue Teardrop Kundan Necklace Set

Green Cushion & Teardrop Kundan Necklace Set

Chapter 04

Kundan Chokers & Bridal Styling

Dressing the neckline, dressing the day

Weddings tend to be built around small, deliberate choices — and jewelry is usually where a bride's personal style shows up most clearly, even inside a heavily traditional outfit. Pitarra's Kundan Bridal Set collection is built around exactly that idea: pieces styled after the ornamentation historically associated with Mughal and Rajput courts, reworked for a modern bridal wardrobe.

BEST FOR

Choker

Neckline-focused styling — sits close to the throat and pairs well with a plunging or boat neckline.

BEST FOR

Long Necklace

Layered, elongated styling — balances heavier lehengas and adds vertical length to the look.

BEST FOR

Bridal Set

Complete wedding looks — necklace, earrings and often a maang tikka designed to be worn together.

Regal Emerald Green & Peacock Motif Kundan Choker Set

Royal Ruby Red Bird Motif Necklace with Jhumkis

Explore the full range: Kundan Choker Sets · Kundan Bridal Sets

Chapter 05

Kundan Earrings, Jhumkas & Bangles

The details that finish a look

Kundan Earrings

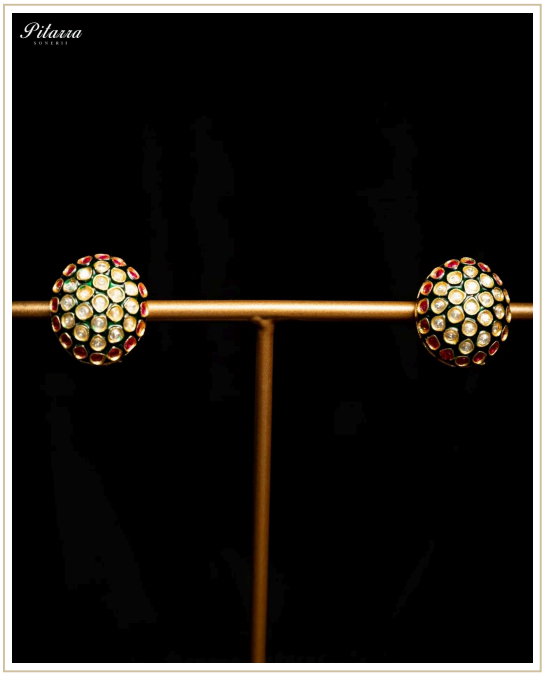
A well-chosen pair of Kundan earrings can carry an entire look on its own — ideal for festive dressing where a full necklace might feel like too much, or as the final layer on top of a necklace set.

Jhumka Earrings

The jhumka earrings silhouette — the domed, bell-shaped drop — is one of the most recognisable in Indian jewelry, and pairs naturally with both sarees and lehengas for weddings and festive occasions alike.

Kundan Bangles

A stack of Kundan bangles is one of the simplest ways to add traditional texture to an otherwise contemporary outfit — worn alone or layered against plain glass or metal bangles.



Ruby Diamond Green Enamel Dome Stud Earrings

Pearl Kundan Jhumka-Style Necklace Set

Bird Motif Necklace with Jhumkis, detail

Occasions each category suits well: weddings, festivals, traditional outfits, evening functions, and modern ethnic styling where a single statement piece does the work.

Chapter 06

Punjabi Jadau: Regal Indian Craft

Statement jewelry for the biggest days

Multilayer Beads White Pearl Leaf Design Punjabi Jadau Necklace Set

Punjabi Jadau jewelry sits at the more maximalist end of the Pitarra universe — multilayered necklaces, dense beadwork, and a visual weight that's built to hold its own at the biggest events on the calendar.

Where a single Kundan choker can carry a look on its own, Jadau pieces are often the entire statement — designed for wedding functions, sangeet, and festive gatherings where the jewelry is meant to be seen from across the room.

Chandbali-style earrings are a frequent pairing within the collection, echoing the same multilayered, richly detailed language as the necklaces, and giving a coordinated way to build a full Jadau look from top to bottom.

The collection pairs naturally with rich, traditional Indian clothing — jewel-toned lehengas, heavy silk sarees, and Anarkali silhouettes that can visually support a statement necklace of this scale.

Multilayer Beads Red Punjabi Jadau Necklace Set

Emerald Stone Circular Punjabi Chandbali Earrings

Chapter 07

Crystal Jewelry for Modern Occasions

The contemporary, glamorous edge of Pitarra

If Kundan and Jadau represent Pitarra's traditional side, Crystal jewelry for women is its contemporary, evening-facing counterpart — designed for the woman who wants shimmer without the weight of a full traditional set.

The collection spans everything from delicate crystal danglers to full statement chokers, which makes it easy to dress the same piece up or down depending on the occasion:

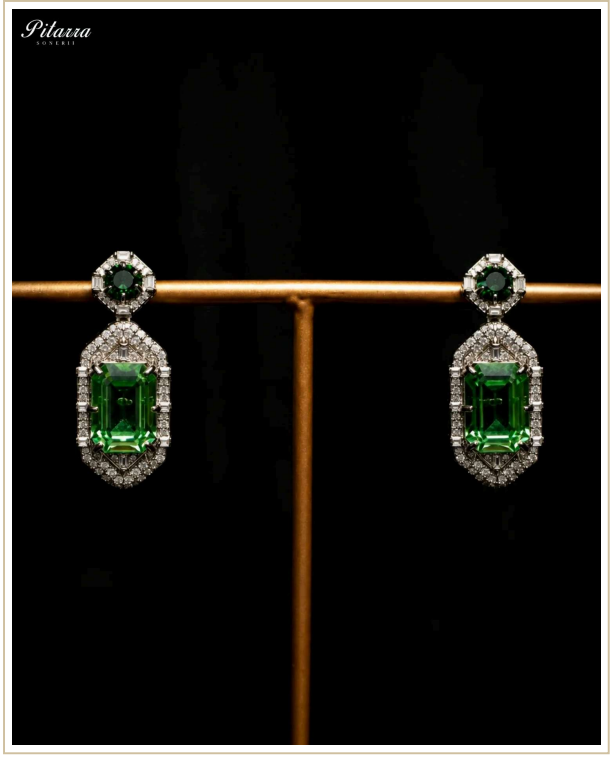
Evening parties — a crystal choker or drop earrings worn as the single statement against a simple outfit.

Weddings & festive events — crystal pieces layered alongside traditional wear for a modern contrast.

Special dinners — smaller crystal studs or huggies for understated sparkle.

Clear Diamond Multi-Cut Necklace & Earrings Set

Ruby Red Crystal Statement Choker Necklace Set



Green Tourmaline Emerald-Cut Halo Drop Earrings

Explore further: Crystal Jewelry for Women · Crystal Necklace Sets

Chapter 08

Silver & 925 Silver Jewelry

The everyday layer of the Pitarra wardrobe

Silver Jewelry Collection

Silver Jewelry for Women

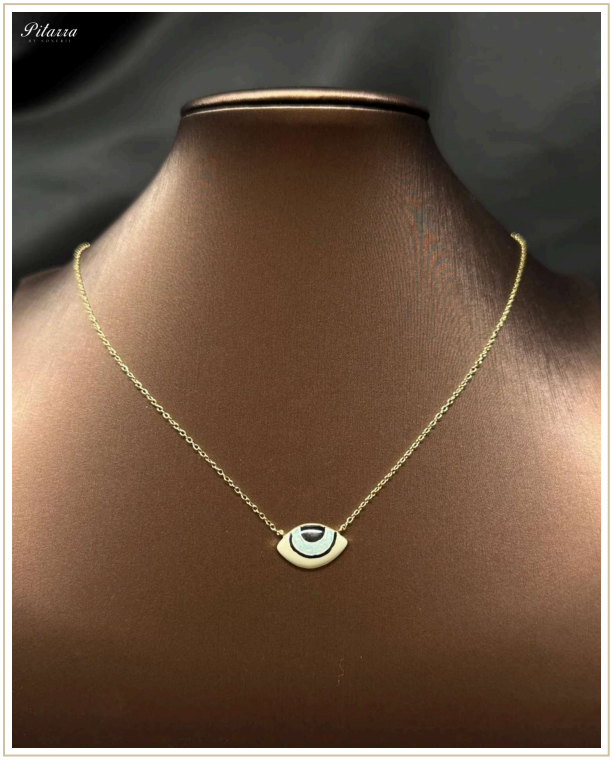
The Silver Jewelry collection is built for versatility — pieces designed to move between a casual daytime look and a dressed-up evening without feeling out of place in either.

925 Silver Jewelry

Within that, the 925 Silver Jewelry edit focuses on sterling silver pieces — a metal that's less expensive than pure silver, which is part of why it's such an accessible entry point into fine jewelry, and why it lends itself to a wider range of designs.

Styling notes: a fine 925 Silver chain works well layered under office-to-evening outfits; an Evil Eye pendant or ring adds a quiet, modern detail to an otherwise plain look; and a statement Silver necklace with coloured stone-work can carry contemporary ethnic outfits on its own.

Blue Stone Victorian Elegance 92.5 Silver Necklace Set



Pitarra 92.5 Silver Evil Eye Necklace Set

Chapter 09

Lab-Grown Diamond Jewelry

A refined, minimal edit

The Lab Grown Diamond Jewelry edit is one of Pitarra's most understated collections — gold-tone chain settings finished with a single coloured centre stone, designed to read as fine jewelry rather than a statement piece.

Pieces from this collection tend to work best worn on their own — a single pendant necklace, unlayered, letting the setting and the stone do the talking rather than competing with other jewelry.

It's a natural fit for anyone building a smaller, more considered jewelry wardrobe: fewer pieces, each one meant to be worn often rather than saved for a single occasion.

EXPLORE LAB GROWN DIAMOND JEWELRY →

Gold Chain Pendant Set, Lab Grown Diamond Collection

Gold Chain Round Pendant Set, detail

Gold Chain Pendant Set, alternate colourway

Chapter 10

Fusion & Luxe Jewelry

Heritage craft, reworked for today

Fusion Jewelry

The Fusion Jewelry collection is where Pitarra's traditional and contemporary sides meet directly — Kundan-inspired settings paired with simpler, more geometric designs, and traditional motifs given a modern edit. It's built for the woman celebrating something, attending a wedding, or simply dressing up a plain outfit without reaching for a fully traditional set.

White Stone Antique Gold Rajwadi Haar Set, Fusion Collection

Luxe Jewelry

The Luxe Jewelry edit leans into raw-stone pendants and sculptural silhouettes — a more editorial, fashion-forward take on luxury jewelry for women within the Pitarra range, closer to statement fashion jewelry than traditional ornamentation.

Golden Centre-Stone Raw Stones Pendant, Luxe Collection

Turquoise Raw Stone Pendant, Luxe Collection

Chapter 11

Jewelry for Every Occasion

A quick styling reference

Pitarra organises much of its collection around occasion, and it's a genuinely useful way to shop the range — the four groupings below (Wedding & Bridal, Festive, Evening, and Gifting) mirror how the brand's own site is structured.

Wedding & Bridal

- Kundan Bridal Sets
- Punjabi Jadau
- Statement Kundan pieces

Festive Celebrations

- Kundan Jewelry
- Jhumka Earrings
- Kundan Chokers

Evening Parties

- Crystal Jewelry
- Luxe Jewelry
- Statement pieces worn solo

Gifting

- Best Sellers
- Earrings & necklaces
- Versatile, everyday-friendly pieces

Chapter 12

Building a Modern Jewelry Wardrobe

A styling checklist, not a shopping list

Rather than collecting jewelry occasion by occasion, it helps to think in edits — a small set of pieces that cover most of what a wardrobe actually needs.

The Foundation

- One versatile necklace that works with both ethnic and western outfits
- One pair of statement earrings
- One everyday-friendly piece worn often — a fine chain or a simple ring

The Festive Edit

- A Kundan necklace set
- A pair of jhumkas
- A stack of bangles

The Occasion Edit

- Crystal statement jewelry
- A choker
- One Luxe piece

The Contemporary Edit

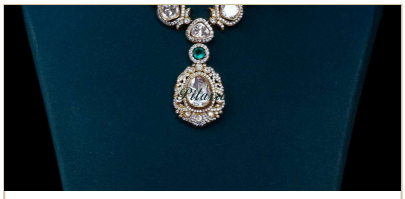
- Silver jewelry
- Fusion jewelry
- Lab-Grown Diamond jewelry

Chapter 13

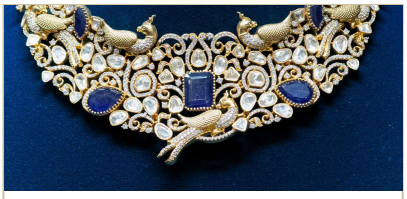
Explore Pitarra by Sonerii

Every collection, one click away

Kundan Jewelry

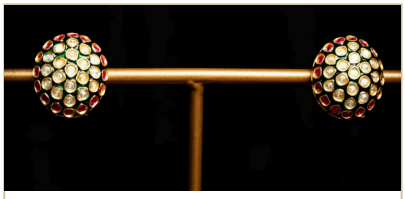


Kundan Necklace Set

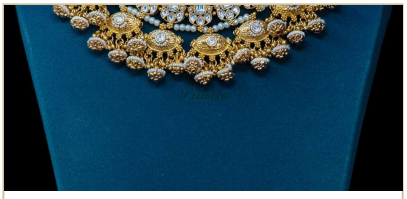


Kundan Choker

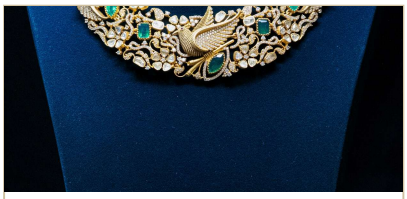
Bridal Set



Kundan Earrings



Jhumka Earrings

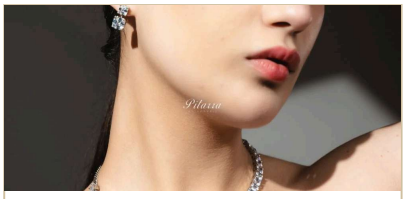


Kundan Bangles

Crystal Jewelry

Crystal Necklace Set

Silver Jewelry



925 Silver Jewelry

Punjabi Jadau Jewelry

Fusion Jewelry

Lab Grown Diamond

Luxe Jewelry

Clothing

Also see: Best Sellers · Full Homepage

PITARRA BY SONERII

Every Piece Tells a Story.

Crafted by our artisans, rooted in Indian tradition, and reimagined for today's fashion.

EXPLORE PITARRA BY SONERII →

www.pitarrabysonerii.com · Kundan · Crystal · Silver · Lab-Grown Diamond · Fusion